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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS ITM (In-the-moment) COACHING EXPERT ON WISE TALK FORUM

Mariposa Leadership CEO Sue Bethanis interviews consultant and coach Karen Seidman on simple steps for coaching anytime, anywhere, by anyone.

San Francisco, CA - August 6, 2009 - Executive coaching firm Mariposa Leadership, Inc., coaches organizational leaders on leadership with an emphasis on the creativity and innovation needed to survive and thrive in tough economic times.

To help leaders coach their direct reports to enable and sustain short- and long-term productive change, Mariposa Leadership CEO Sue Bethanis has invited Karen Seidman, Principle Consultant of Seidman Consulting and a senior leadership coach for Mariposa, to appear on the monthly leadership forum *Wise Talk*.

Bethanis and Seidman will talk about Mariposa's ITM (In-the-Moment) Coaching model of coaching and how it can be put to use effectively anytime, anywhere, and by anyone. Discussion questions during this month's *Wise Talk* at 4-5pm PT on Thursday, August 27 will include the following:

- Why do the non-initiated see coaching as such a mysterious process? What are some common myths about coaching, and how can we dispel them?
- How, exactly, can coaching effect change in an organization? How can a culture of coaching help grow and sustain knowledge and learning in an organization over time?
- What is a simple, step-by-step process for coaching that can work in busy, interrupt-driven organizational cultures? What are the common mistakes people make in this process? Why bother asking open ended questions, when you can just tell an employee what to do?
- How can this simple ITM Coaching model be used to move the organization towards goals of increased productivity and innovation? How can it help in an organization already strapped for time and resources?

How much more efficient and productive could you become if you had a well-defined process for creating and implementing new ideas? How many more ideas could you tap, and how many more customers could you reach? Smart leaders know how to realize the untapped brilliance of their team and how to turn that potential into valuable intellectual property.

Contact allison@mariposaleadership.com to sign up for the *Wise Talk* Forum.

Susan J. Bethanis, Ed.D., is the Founder/CEO of Mariposa Leadership, Inc., author of [Leadership Chronicles of a Corporate Sage](#), and host of the popular leadership forum [Wise Talk](#). Mariposa Leadership, Inc. offers premier [leadership coaching services](#) to the [hightech, biotech, and cleantech industries](#). Click [here](#) for press releases, press kit, and press clips.